



# Resident satisfaction with the impact of tourism development in Tangub City, Misamis Occidental

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## Abstract

This study assessed the impact of tourism development in Barangay Hoyohoy, Tangub City, focusing on its economic, environmental, and socio-cultural effects. It gathered residents' feedback to inform improvements in their quality of life amid the government's tourism development efforts. Grounded in the Sustainable Development Theory proposed by the World Commission on Environment and Development in 1987, the study emphasizes inter- and intragenerational equity across three key pillars: environment, economy, and society. A concurrent mixed-method research design was employed, involving 140 respondents in the quantitative phase using an adapted and modified questionnaire, and 10 participants in qualitative interviews using a structured interview guide. The findings revealed that residents recognize the positive socio-cultural impacts of tourism, such as enhanced community engagement and cultural exchange. However, they also expressed concerns about adverse economic and environmental effects, particularly regarding resource strain and economic challenges. The researchers concluded that while tourism is valued for its cultural and social benefits, addressing its negative impacts on the local economy and environment is essential.

**Keywords:** *tourism development, resident satisfaction, sustainable tourism, economic, environmental, socio-cultural factor*

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## 1. Introduction

Tourism development brings both positive and negative impacts, affecting economic, environmental, and socio-cultural dimensions. Understanding these impacts is essential for balancing tourism growth with local community needs. A place that many tourists recognize is typically one where locals are satisfied with how it has developed. Local government units usually lead the planning and input process for tourist sites, but it is crucial to prioritize the general public's views. By acknowledging the locals' viewpoints, significant details can be gathered regarding the improvements they wish to see, transforming the area from a tourist attraction into a vibrant neighborhood where residents, the community, and the tourist destination progress together.

A range of studies has explored the factors influencing residents' satisfaction with the impact of tourism development. Tiwari (2021) highlighted the importance of economic, socio-cultural, and environmental development in determining residents' satisfaction with sustainable tourism. Gregori et al. (2023) found that determinant factors influencing residents' perceptions of tourism impact include job creation, infrastructure development, wealth generation, economic growth, municipal economy, purchasing power, behavior, and environmental respect. Gannon et al. (2020) further underscored the mediating role of residents' perceptions of tourism impacts in shaping their support for tourism development. These studies highlight the complex interplay of demographic, developmental, and sustainability factors in shaping residents' attitudes toward tourism.

Barangay Hoyohoy, located in the mountainous region of Tangub City, Misamis Occidental, Philippines, has been designated by both provincial and local government units as a key area for tourism development. This initiative has led to the creation of various tourist-oriented facilities, such as Hoyohoy Highland Park, Hoyohoy View Deck, and Asenso Global Garden, positioning the area as a notable destination known for its scenic landscapes and recreational offerings. Despite the development of these attractions, residents have expressed concerns about limited economic benefits, including job creation, improved living standards, and increased income. While existing micro-businesses cater to visitors, the broader impacts of tourism on local livelihoods remain unclear. This gap in economic progress has not been adequately addressed in the existing literature, particularly regarding resident satisfaction with the tourism development process. Previous studies have often focused on tourism's direct economic, environmental, and socio-cultural impacts but have not sufficiently explored the

perspectives of local residents in the context of developing tourist destinations like Tangub City. Furthermore, there is a lack of community-driven feedback on necessary improvements to tourism infrastructure, highlighting the importance of inclusive stakeholder engagement.

This study addresses this gap by directly assessing resident satisfaction with the tourism development initiatives in Barangay Hoyohoy, focusing on economic, environmental, and socio-cultural dimensions. By doing so, it not only contributes to the academic understanding of tourism's impact on local communities but also offers practical recommendations for local planning and policy. The study's findings can inform future tourism development strategies, ensuring that the needs and concerns of residents are integrated into the planning process. This approach aligns with calls for more inclusive, community-based tourism policies that prioritize long-term sustainability and equitable benefits for local populations. Therefore, this study aimed to evaluate the impact of tourism development in Barangay Hoyohoy, Tangub City, on the community's economic, environmental, and socio-cultural aspects. It also sought to gather residents' feedback on improving their quality of life, considering the government's tourism development initiative.

## **2. Literature Review**

### ***2.1. Sustainable Development***

Sustainable development serves as a fundamental framework for evaluating the multifaceted impacts of tourism, especially in rapidly developing localities like Tangub City. Meadowcroft (2024) defines sustainable development as a process that integrates social advancement with economic growth and environmental stewardship, underscoring the importance of achieving balanced progress across these domains. This framework is particularly crucial for assessing tourism's effects, as the influx of visitors and the expansion of tourism infrastructure can place significant demands on local resources and communities.

The Sustainable Development Theory, as established by the World Commission on Environment and Development (1987), advocates for growth that is equitable across both current and future generations, ensuring a balance between environmental integrity, economic prosperity, and socio-cultural well-being (Mensah, 2019). This theory has evolved beyond a sole focus on the sustainable use of natural resources to encompass broader global initiatives such as the Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs). These contemporary frameworks emphasize not only environmental conservation but

also cultural preservation, good governance, and the safeguarding of life support systems. Sustainable development is thus a multidimensional concept that integrates environmental, economic, and social objectives to guarantee long-term viability and fairness.

In the context of emerging tourism destinations like Tangub City, the Sustainable Development Theory is particularly pertinent. Here, local communities face the challenge of weighing the socio-economic benefits derived from tourism against potential environmental costs. Achieving this balance is essential to mitigate negative outcomes commonly associated with rapid tourism expansion, such as resource depletion, environmental degradation, and social disruption, while simultaneously promoting economic opportunities and community welfare.

## ***2.2. Economic Factors in Tourism***

Tourism is widely acknowledged as a significant catalyst for economic growth and development in numerous regions around the world. Wijesekara et al. (2022) emphasized tourism's substantial contribution to local economic advancement, noting its role in generating employment opportunities and stimulating market growth. Similarly, Khan et al. (2022) highlighted that the development of tourism not only influences economic expansion but also impacts energy and oil consumption patterns, underscoring tourism's broader economic and environmental footprint. Altan (2023) further stressed that tourism development can elevate living standards and promote economic progress in underdeveloped and developing countries through mechanisms such as job creation, expanding markets, rising incomes, and foreign exchange inflows.

Naseem (2021) reinforced tourism's importance, asserting that it is a vital sector underpinning the success of many national economies and a longstanding focus of scholarly research. Đorđević and Milicevic (2021) argued that tourism should be regarded as the primary engine for regional development, capable of accelerating economic activities by increasing employment, improving quality of life, boosting production of goods and services, and indirectly enhancing other economic sectors.

Despite these widely recognized benefits, the situation in Tangub City presents a paradox. While the establishment of tourist attractions has been prioritized, local residents have expressed dissatisfaction with the tangible economic improvements, particularly in terms of job creation, income enhancement, and living standards. This disconnect suggests a possible

misalignment between tourism policies and their implementation at the local level, raising important questions about the effectiveness of current strategies in translating tourism growth into equitable economic benefits for the community.

### ***2.3. Environmental Factors in Tourism***

The environmental consequences of tourism development have been extensively documented, reflecting both challenges and opportunities. Koval et al. (2019) identified key environmental impacts of tourism, including pollution of water bodies and coastal areas, depletion of natural resources, and an increased likelihood of natural disasters due to ecological imbalances. Kataya (2023) pointed out that tourism activities affect air quality, land use patterns, water resource availability, and biodiversity, thereby challenging the delicate equilibrium between tourism demand and the environment's capacity to absorb such pressures. Conversely, Narayanan (2021) highlighted the potential of tourism to promote biodiversity conservation through environmental education, as tourists become more aware of the importance of protecting natural habitats. Recognizing that the tourism sector often depends heavily on pristine natural environments, it is in the industry's interest to adopt sustainable practices that preserve and even enhance these settings. In line with this, Yonature (2020) noted that the tourism sector is increasingly restructuring itself to embrace sustainability, with businesses adopting eco-friendly practices to meet the expectations of environmentally conscious travelers.

Nevertheless, residents of Tangub City have voiced concerns about the environmental costs associated with tourism, including overcrowding and the depletion of natural resources. These concerns underscore the urgent need for careful planning and the adoption of sustainable tourism practices that can harmonize development objectives with conservation imperatives, thereby safeguarding the environment for current residents and future generations alike.

### ***2.4. Socio-Cultural Factors of Tourism***

The socio-cultural impacts of tourism are complex and multifaceted, generating both benefits and challenges. On the positive side, tourism development can foster cultural exchange and enhance community engagement, leading to increased local pride and the preservation of cultural heritage (Mteti et al., 2025; Riyanto et al., 2023; Turčinović et al., 2025). It can also provide platforms for cultural education and revitalization through events,

festivals, and the promotion of local artisans, thereby enriching the cultural life of communities (Herman et al., 2023).

However, as Vujko (2021) cautioned, tourism may also lead to the commodification of culture, wherein local traditions and practices are altered or diluted to satisfy tourist expectations, which risks eroding cultural authenticity. Priyanto and Pirastyo (2019) acknowledged that tourism can make societies more open-minded by fostering acceptance of religious and cultural diversity, but they also warned of potential disruptions to local social structures and organizational systems.

In the specific context of Tangub City, these socio-cultural dynamics are particularly relevant. While tourism offers opportunities for cultural enrichment and community involvement, residents have expressed concerns about its impact on local traditions and social cohesion. The challenge lies in balancing the positive socio-cultural contributions of tourism with the pressures it imposes, ensuring that tourism development supports rather than undermines the cultural integrity and social fabric of the community.

### **3. Methodology**

#### ***3.1. Research Design***

This study employed a concurrent mixed-methods approach to assess residents' satisfaction with the impact of tourism development and to identify suggestions for enhancing their quality of life, given the existing tourism infrastructure. Mixed-method research involves collecting and analyzing data using both qualitative and quantitative techniques. This approach is appropriate for the study as it combines both quantitative and qualitative designs, integrates their findings, and situates the process within relevant theoretical and philosophical frameworks.

#### ***3.2. Participants of the Study***

The participants of this study were residents of Barangay Hoyohoy, Tangub City, selected on a per-household basis. According to the Local Government Unit (LGU), the barangay had a total household population of 140 as of 2022. The study used total population sampling, meaning that all households in Barangay Hoyohoy were included in the survey. This method ensured comprehensive representation of the community's views on tourism development.

For the qualitative phase, the researchers initially targeted 20 participants, following panel recommendations that suggested a sample size between 1 and 20 participants. The study employed purposive sampling to ensure the inclusion of individuals capable of providing rich, relevant data. This approach aimed to ensure the validity and reliability of the collected information. According to Ames et al. (2019), purposive sampling helps ensure studies include a wide geographic spread, yield rich data, and maintain a close focus aligned with the study's synthesis objectives.

### ***3.3. Instrumentation and Data Gathering Process***

The researchers used a modified questionnaire adapted from Gaitera's (2018) study titled Residents' Satisfaction on the Impact of Tourism Development. This instrument focused on assessing the impact of tourism development on residents of Barangay Hoyohoy, Tanguib City. Additionally, a semi-structured interview guide was utilized to gain further qualitative insights into the research problem.

The validated questionnaires were personally distributed to the respondents. To ensure the reliability and validity of the instruments, a panel of experts, including faculty members from the tourism and sociology departments, reviewed the survey and interview guides. Revisions were made based on their feedback before distribution.

A pilot test was conducted with 30 nonparticipants who shared similar characteristics with the actual respondents. This procedure estimated the instrument's reliability or internal consistency. The results were analyzed using Cronbach's Alpha. According to George and Mallery (2003), the following are rules of thumb:  $\alpha > 0.9$  – Excellent;  $\alpha > 0.8$  – Good;  $\alpha > 0.7$  – Acceptable;  $\alpha > 0.6$  – Poor; and  $\alpha < 0.5$  – Unacceptable. The findings were  $\alpha = 0.711$  for economic impact,  $\alpha = 0.715$  for environmental impact, and  $\alpha = 0.705$  for socio-cultural impact—thus, all test items were deemed acceptable.

Furthermore, the interview guide was validated by a tourism instructor, a sociology instructor, and the Tanguib City Tourism Officer. Prior to data collection, the researchers sent permission letters to the barangay government office and to the respondents. Upon approval, the questionnaires were administered. Respondents were briefed on the purpose of the study and assured of confidentiality and anonymity. Researchers personally facilitated the interaction and data collection process.

The completed questionnaires for the quantitative component were then tabulated, analyzed, and statistically interpreted. To complement the findings, qualitative data were collected through face-to-face interviews using the validated interview guide. The data were then subjected to qualitative analysis.

### ***3.4. Data Analysis***

The data were analyzed both quantitatively and qualitatively. The first phase involved analyzing the quantitative data using the weighted mean to assess residents' satisfaction with the economic, environmental, and socio-cultural impacts of tourism development in Barangay Hoyohoy, Tangub City. A Likert-type scale was used to interpret the responses. This system allowed the researchers to quantify the respondents' satisfaction levels and evaluate their perceptions of tourism's overall impact.

The second phase utilized thematic analysis to interpret the qualitative data. Thematic analysis is a qualitative method used to identify, analyze, and report patterns or themes within a dataset. It provides a structured yet flexible approach to organizing data (Kiger & Varpio, 2020). The researchers followed a six-step framework for thematic analysis, coding and sorting responses in an organized manner to reach categorical saturation. This ensured a comprehensive interpretation of participants' perspectives.

### ***3.5. Research Ethics***

The study strictly adhered to ethical guidelines. Participant confidentiality was maintained throughout the research. Before disseminating the questionnaires, the researchers obtained written informed consent from each respondent. It was clearly explained that the information collected would be used solely for academic purposes and that participant anonymity would be preserved.

To ensure the credibility of the data interpretation, the researchers consulted with field experts and professionals regarding the acquired data. These consultations helped validate the study's findings and support the formulation of appropriate recommendations. Consequently, the study was conducted with the utmost transparency, reliability, and ethical integrity.

## 4. Findings and Discussion

Table 1 presents the respondents' level of satisfaction regarding the economic impact of tourism development in Barangay Hoyohoy, Tangub City.

**Table 1**

*Level of satisfaction towards economic impact of tourism development in Hoyohoy, Tangub City*

Indicators	Mean	Interpretation
1. Tourism improves our standard of living.	2.11	Agree
2. Tourism creates job opportunities for local people.	2.30	Disagree
3. Tourism decreases the quality of employment in this area.	1.99	Disagree
4. Tourism increases the community's tax revenues.	2.32	Disagree
5. Tourism is good for our community's economy.	2.73	Agree
6. Tourism increases our cost of living (good and services are expensive).	2.06	Disagree
7. Tourism has improved the local infrastructures (roads, public transportation, electricity net).	2.67	Agree
8. Tourism decreases the quality of local services to the community (emergency & utilities).	2.08	Disagree

**Legend:** 3.26-4.00 Strongly Agree; 2.51-3.25 Agree; 1.76-2.50 Disagree; 1.00-1.75 Strongly Disagree

The highest mean score of 2.73 reflects a neutral to moderately positive perception among residents concerning tourism's contribution to the local economy. This score suggests that, while the community acknowledges some economic benefits from tourism, these are not perceived as highly significant or transformative. Conversely, the lowest mean score of 1.99 shows disagreement with the statement that tourism reduces the quality of employment in the area, implying that residents do not perceive tourism as contributing to job degradation. The result indicates a generally low level of satisfaction, suggesting that residents neither strongly agree nor strongly disagree with tourism's economic benefits, pointing to a sense of uncertainty or unmet expectations in terms of economic outcomes.

Tourism is widely acknowledged as a powerful catalyst for economic development, particularly in rural and emerging destinations. According to Nguyen (2021), investments in tourism infrastructure, such as improved transportation, lodging, and recreational facilities, enhance not only the visitor experience but also public service provision and residents' overall quality of life. This perspective is echoed by Mamirkulova et al. (2020), who observed that

tourism fosters small business growth and job creation, thereby boosting household income levels and regional prosperity in developing areas.

However, the findings in this study suggest a more tempered local experience, which may be attributed to several contextual factors. These could include limited direct employment opportunities for local residents, unequal distribution of tourism-related income, or insufficient integration of community needs in tourism planning. Rasool et al. (2021) emphasized that while tourism can indeed provide substantial economic benefits, such outcomes often depend on inclusive stakeholder participation and equitable resource distribution. Additionally, Tolkach and King (2015) argue that residents' perceptions of economic benefits are shaped not only by actual financial gains but also by their involvement in and awareness of tourism initiatives.

The low satisfaction levels reported by the respondents may also reflect the early stage or small scale of tourism development in Barangay Hoyohoy. Sharpley (2014) posits that tourism's economic benefits are often long-term and may not be immediately visible in communities where tourism is still emerging or poorly managed. Moreover, Choi and Sirakaya (2005) emphasize the importance of sustainable community-based tourism planning to ensure that economic benefits are widely felt and aligned with local expectations.

In light of these insights, the results suggest a need for more inclusive and participatory tourism strategies in Barangay Hoyohoy. This would ensure that local residents not only understand and support tourism development but also experience its tangible economic benefits. Without this, tourism may be perceived as an externally imposed activity with limited value to the local community, despite its broader potential.

Table 2 illustrates the level of satisfaction with the environmental impact of tourism development in Barangay Hoyohoy, Tangub City. The highest mean score of 2.57 indicates that residents agree that tourism contributes to the preservation of their natural environment, suggesting a perceived positive influence of tourism in maintaining ecological balance and promoting conservation efforts. On the other hand, the lowest mean score of 2.01 implies disagreement with the statement that their community has become overcrowded in recent years due to tourist influx. This suggests that, while tourism is present in the area, it may not yet be perceived as overwhelming or disruptive to daily life in terms of population density. The overall grand mean of 2.20, however, falls into the range of disagreement, indicating that

respondents are generally dissatisfied with the broader environmental impacts of tourism, particularly regarding the implementation and outcomes of sustainable development programs.

**Table 2**

*Level of satisfaction towards the environmental impact of tourism development in Hoyohoy, Tangub City*

Indicators	Mean	Interpretation
1. Tourism negatively impacts the quality of our natural environment.	2.10	Disagree
2. Tourism enhances the preservation of our natural environment.	2.57	Agree
3. Tourism increases environmental pollution i.e. noise, litter.	2.21	Disagree
4. Increasing exhaustion of water and energy resources due to tourism.	2.12	Disagree
5. In recent years, my community has become overcrowded because of tourists.	2.01	Disagree

**Legend:** 3.26-4.00 Strongly Agree; 2.51-3.25 Agree; 1.76-2.50 Disagree; 1.00-1.75 Strongly Disagree

These findings reflect a mixed community perception. While residents recognize some environmental benefits of tourism, such as increased attention to nature conservation, their overall dissatisfaction may stem from perceived shortcomings in how sustainability is practiced and integrated into local development. According to Suleiman and Albiman (2014), rapid tourism growth can strain environmental resources, especially in ecologically sensitive areas, leading to the overuse of water and energy and increasing environmental degradation. Likewise, Ouariti and Jebrane (2021) argue that poorly managed tourism can lead to environmental depletion, including soil erosion, biodiversity loss, and waste accumulation, especially in areas without robust infrastructure or environmental regulations.

These concerns are not unique to Tangub City. Gössling and Hall (2006) underscore that tourism often imposes "invisible costs" on local environments, including pollution, habitat disruption, and increased carbon emissions. Similarly, Koens et al. (2018) emphasize that the gap between sustainable tourism theory and actual practice remains wide, particularly in rural and developing regions where resources for implementing environmental management systems may be limited. In many communities, such as Barangay Hoyohoy, the lack of institutional capacity or community involvement in tourism planning may result in a mismatch between residents' expectations and the actual environmental outcomes of tourism.

Nonetheless, the positive response regarding environmental preservation suggests that tourism has, at some level, introduced a conservation mindset or practices among stakeholders. This aligns with Honey (2008), who highlighted that when guided by ecotourism principles, tourism can serve as a driver for environmental stewardship, especially when local communities are actively engaged in protecting their natural assets. Furthermore, Ballantyne and Packer (2011) noted that tourism can also serve as a platform for environmental education, fostering awareness and pro-environmental behavior among both visitors and hosts.

While residents in Barangay Hoyohoy recognize isolated environmental benefits from tourism, their overall low level of satisfaction reflects a broader concern about the sustainability and long-term environmental consequences of tourism development. Addressing these concerns requires a more integrated and community-centered approach to tourism planning that prioritizes environmental sustainability and actively involves local stakeholders in decision-making processes.

**Table 3**

*Level of satisfaction towards the socio-cultural impact of tourism development in Hoyohoy, Tangub City*

Indicators	Mean	Interpretation
1. Tourism negatively impacts our community's character.	1.78	Disagree
2. Tourism has increased our sense of community pride.	3.27	Strongly Agree
3. Tourism increases the number of cultural events offered in our community.	2.28	Disagree
4. Tourism increases the recreational opportunities residents can enjoy.	3.32	Strongly Agree
5. Local traditions and practices have been conserved or restored due to tourism.	2.45	Disagree
6. There is an increased demand for local goods due to tourism.	2.59	Agree
7. Tourism provides cultural exchange and increases cultural understanding.	2.69	Agree
8. Local friendliness has decreased due to tourism.	1.94	Disagree
9. Tourism increases the level of criminal activities.	1.99	Disagree
10. Tourism has increased community services (restaurants, shopping, cultural facilities).	2.81	Agree

**Legend:** 3.26-4.00 Strongly Agree; 2.51-3.25 Agree; 1.76-2.50 Disagree; 1.00-1.75 Strongly Disagree

Table 3 presents the assessment of satisfaction regarding the socio-cultural impacts of tourism development in Tangub City. The data reveal that the highest mean score, 3.32, corresponds to the statement that tourism enhances recreational opportunities for residents.

This indicates a strong agreement among respondents that tourism contributes positively to the availability and diversity of leisure activities within their community. On the other hand, the lowest mean score, 1.78, reflects disagreement with the statement that tourism negatively affects the community's character, suggesting that residents do not perceive tourism as a threat to their local identity or values. The results imply a moderate to high level of satisfaction with the socio-cultural benefits brought about by tourism in Tangub City.

These findings align with previous studies emphasizing the socio-cultural benefits of tourism. Matias et al. (2021) point out that tourism fosters cultural exchange and strengthens community pride, especially when local festivals and traditions are actively promoted. Boers and Cottrell (2020) similarly highlight that tourism can revitalize traditional cultural practices and enhance community cohesion, although they caution that without proper planning, tourism may also introduce risks such as cultural commodification or social tension. In the case of Tangub City, the data suggest that such negative effects are minimal or well-managed.

Moreover, Dujmovic and Vitasovic (2022) affirm that tourism generally contributes to greater access to recreational and cultural experiences, facilitating social interaction among locals and tourists. Supporting this view, Styliadis et al. (2018) stresses the importance of residents' attitudes in shaping sustainable tourism policies, noting that positive perceptions often lead to higher community involvement and support for tourism initiatives. Additionally, Muresan et al. (2016) emphasize that tourism can strengthen a community's social fabric when development respects local traditions and involves stakeholder collaboration. These findings support the conclusion that tourism development in Tangub City is perceived as socially beneficial, particularly in enhancing recreation and preserving cultural identity.

The researchers conducted interviews with residents of Barangay Hoyohoy, Tangub City, to gather their recommendations for enhancing quality of life through the existing tourist destination. A total of ten (10) residents participated in the interviews. The researchers employed thematic analysis, categorizing responses based on recurring themes to generate insightful and actionable suggestions.

From the responses, three primary themes emerged, each reflecting the local perspectives and aspirations for sustainable tourism development. These themes are detailed, with direct quotations from the participants and supported by global best practices and scholarly literature.

### ***Theme 1: Tourism Revenue Sharing***

Tourism Revenue Sharing (TRS) refers to allocating a portion of tourism-generated income to local communities to support their economic development and promote inclusive and sustainable tourism growth. This model fosters a sense of ownership, enhances local participation, and ensures that residents benefit directly from tourism activities. This sentiment was clearly articulated by several participants:

*“As a resident it would be better that the revenue of tourism gives percentage to our community.”* Participant 2

*“As a stakeholder, residents should receive a percentage of tourism revenue especially our community.”* Participant 8

*“Our barangay deserves a share of tourism revenue.”* Participant 5

*“As a resident here in hoyohoy, we should at least receive a significant portion of tourism earnings to enhance our quality of life as well as our barangay.”*  
Participant 3

Out of the ten interviewees, four emphasized the need for a revenue-sharing mechanism. This local sentiment is backed by international models that advocate for equitable distribution of tourism income. For instance, the Global Sustainable Tourism Council (GSTC, 2024) supports collaborative frameworks between governments and local communities to ensure financial inclusivity in tourism ventures. A successful example is the Wildlife Conservation Trust in Kenya, which channels a portion of park entrance fees back to surrounding communities, leading to improved infrastructure and heightened support for conservation (Conservation Trust, 2024). Similarly, the Pacific Asia Travel Association (PATA, 2024) underscores that indigenous communities must be prioritized in tourism-related revenue streams to safeguard heritage and ensure equitable development.

Academic research also reinforces this position. According to Scheyvens (2011), community-based tourism initiatives that incorporate financial redistribution foster empowerment and sustainable livelihoods. Therefore, the call for Tourism Revenue Sharing in Tangub City aligns with global standards and reinforces the importance of inclusive tourism development.

### ***Theme 2: Job Placement and Skills Training for Future Employment***

Job placement and skills training programs are vital in preparing residents for employment opportunities in the tourism industry. These initiatives not only enhance employability and local entrepreneurship but also ensure that community members can actively participate in and benefit from tourism development. Participant responses reflected a strong interest in such training:

*“A training to improve my employability and support my community’s growth like entrepreneurship training for local tourism-related business so we can have spot or opportunity there on Asenso Global Garden to sell.”* Participant 10

*“I believe a sustainable tourism practices workshop would greatly benefit us. Train local residents in good customer service skills to enhance the tourism experience and to contribute for the growth of the community.”* Participant 9

*“I would suggest a tourism-related training like photography skills training. If we are equipped to that we can use it to make a living also that photography workshop can showcase Barangay Hoyohoy’s beauty.”* Participant 6

Three of the ten participants advocated for implementing training and employment programs. This need is consistent with global trends aimed at building a resilient and adaptable workforce. The U.S. Department of Labor (2024), through its expanded apprenticeship and career pathway programs, has shown that hands-on vocational training fosters long-term employment and social mobility. The National Skills Coalition (NSC, 2024) also stresses the value of aligning workforce development initiatives with industry needs through public-private partnerships.

International educational collaborations, such as the Erasmus+ initiative funded by the European Union, provide vocational exchanges and training across borders, helping participants build professional competencies in tourism and hospitality (European Commission, 2024). Tanemura et al. (2022) also concluded that targeted training in tourism fosters community engagement and increases local income, particularly in rural or developing regions. These external programs substantiate the participants' desire for training opportunities and highlight the importance of education and job placement as key pillars of sustainable tourism development in Tangub City.

### ***Theme 3: Local Agricultural Development***

Local Agricultural Development involves initiatives that enhance farming productivity, promote sustainable agriculture, and ensure food security—particularly relevant in rural communities where agriculture remains a primary livelihood. Participants expressed the following concerns and suggestions:

*“It would be a great help if the government would provide us more seedlings and equipment that will be used to farm.”* Participant 4

*“As a farmer, I suggest government support with quality fertilizer and pesticides would boost crop yields.”* Participant 1

*“To increase agricultural output, I recommend government subsidies for fertilizers, seedling distribution, and construction of the greenhouse.”* Participant 7

Three of the ten participants highlighted agricultural support as a necessary part of sustainable development. This aligns with national and international agricultural policies. The U.S. Department of Agriculture’s (USDA, 2024) Local Agriculture Market Program (LAMP) allocates grants to enhance access to markets and strengthen smallholder farming operations, thereby supporting both food production and community resilience. A notable case is Rosebird Gardens in Arizona, which leveraged LAMP grants to expand produce sales and empower small-scale farmers through training and digital marketing (Farmers Market Coalition, 2024). Organizations like the National Sustainable Agriculture Coalition (NSAC, 2024) further promote cooperatives and farmer training to improve agricultural efficiency and economic returns. Academic literature supports these approaches. Altieri (2018) emphasizes agroecological practices and local food system development as central strategies for sustainable rural livelihoods.

Integrating agricultural development with tourism—through initiatives like agritourism, can create new income streams and encourage visitors to engage with local culture and farming practices (Barbieri & Mshenga, 2008). In Tangub City, such synergies could enhance both tourism appeal and agricultural sustainability.

The findings reveal that residents of Barangay Hoyohoy value tourism development that is inclusive, empowering, and rooted in local capacities. Their recommendations, tourism revenue sharing, job placement and training, and local agricultural development, reflect a desire for sustainable growth that directly improves community well-being. These themes are

consistent with global frameworks and scholarly discourse on equitable tourism, workforce development, and integrated rural development. Incorporating these perspectives into Tangub City's tourism planning can ensure that the sector contributes meaningfully to the long-term socio-economic upliftment of the local population.

## **5. Conclusion**

This study evaluated the impact of tourism development on resident satisfaction in Barangay Hoyohoy, Tangub City, focusing on the economic, environmental, and socio-cultural dimensions. The findings reveal a mixed level of satisfaction, with residents recognizing tourism's positive socio-cultural impacts but expressing concerns about its economic and environmental effects. While tourism has been appreciated for fostering community pride and cultural exchange, it has not significantly improved local economic conditions or environmental sustainability.

The findings of this study have important implications for both policy and practice in the context of sustainable tourism development. For local authorities in Tangub City, the results highlight the need to incorporate resident feedback into tourism planning to ensure that development initiatives truly benefit the local community. Key recommendations include the adoption of eco-tourism initiatives, the enhancement of local job creation, and the implementation of community-driven revenue-sharing programs. By addressing the economic and environmental concerns raised by residents, tourism policies can be better aligned with the community's needs and aspirations, leading to more sustainable and inclusive development.

Furthermore, the study offers broader insights for other emerging tourism destinations. Communities experiencing rapid tourism growth can draw lessons from this research to assess how to balance economic gains with environmental preservation and cultural sustainability. The methodology used, combining resident satisfaction surveys with qualitative interviews, provides a replicable framework for other localities seeking to evaluate the socio-economic impacts of tourism on their communities.

This study also opens several avenues for future research. Subsequent studies could focus on refining methods for measuring long-term resident satisfaction, particularly through longitudinal research that tracks changes over time as tourism policies are implemented or adjusted. Additionally, future researchers could explore the relationship between resident

perceptions and actual policy changes, examining whether and how local feedback influences tourism-related decision-making and development outcomes.

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### **Institutional Review Board Statement**

This study was conducted in accordance with the ethical guidelines set by Institute of Business and Financial Services, Tangub City Global College. The conduct of this study has been approved and given relative clearance(s) by the Institute of Business and Financial Services, Tangub City Global College.

### **AI Declaration**

The author declares the use of Artificial Intelligence (AI) in writing this paper. In particular, the author used Gemini, ChatGPT, and Claude AI to enhance the conciseness and clarity of sentence construction. The author takes full responsibility for ensuring proper review and editing of AI-generated content.

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